

**Request for Proposals (RFP)**  
**10-Year Parks and Recreation Comprehensive System-wide Master Plan**  
**Town of Farmville, NC**

Issue Date: [June 28<sup>th</sup>, 2024]

Proposal Due Date: [Tuesday, August 13<sup>th</sup>, 5:00pm]

Deliver by Hand: 3672 North Main Street, Farmville, NC 27828

Deliver by Mail: P.O. Box 86, Farmville, NC 27828

Delivery by E-mail: [chorrigan@farmvillenc.gov](mailto:chorrigan@farmvillenc.gov)

**Submit:** Original plus three (3) hard copies, in 8 ½” x 11” format (graphics/maps can be in 11” x 17” foldout format) and one (1) electronic copy (Adobe PDF) emailed to Christopher Horrigan, Parks and Recreation Director.

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### **I. Invitation**

The Town of Farmville, North Carolina, invites qualified consulting firms to submit proposals to develop a comprehensive 10-year Parks and Recreation System-wide Master Plan.

### **II. Purpose**

The plan will include a comprehensive assessment of the department’s programs, parks, and facilities, including its ability to respond to the recreational needs of the community. It will also include recommendations for provision of facilities, programs and services; parkland acquisition and development; maintenance and operation; and administration and management. Preparation of the plan will include significant public participation. Once completed, the Town expects to use the Master Plan for the purpose of applying for local, state (e.g., PARTF), and national grant opportunities.

### **III. Project Background**

Farmville, NC, is a small town in Pitt County with a population of approximately 4,500 residents. The town boasts a diverse racial demographic, with a significant portion of African American and White residents, and a growing Hispanic community. Socioeconomically, Farmville has a mix of low income, middle-income, and high-income families and individuals, with a median household income slightly below the national average. The downtown area has undergone revitalization, maintaining a charming, historic feel with local businesses. Farmville is home to a public library, six parks (Appendix 1: Park Inventory), and an emerging arts scene, contributing to its quaint small-town vibe. These amenities and programs service both Farmville residents and those residing in unincorporated western Pitt County. Positioned near the Greenville Metropolitan area, Farmville benefits from proximity to larger city amenities while maintaining its unique, close-knit community atmosphere.

This Master Plan will serve as a blueprint for the future development and enhancement of our parks and recreation facilities, programs, and services. To ensure we meet the needs and expectations of our residents over the next decade, we seek a forward-thinking Master Plan that incorporates community input, best practices, and innovative strategies.

#### **IV. Project Description**

The Town of Farmville is dedicated to ensuring equitable access to high-quality parks, open space, recreation facilities, programs, and special events for residents and local community. This master plan is designed to advance this commitment. The Town seeks a consultant skilled in data collection and analysis to set clear goals and standards for the Town's Parks and Recreation Department. The chosen consultant will collaborate closely with Farmville's staff, the Parks and Recreation Advisory Committee, stakeholders, and the wider community to develop the Parks and Recreation Master Plan. This plan should inventory all facilities, analyze needs for facilities, programs, recommend land acquisition as needed, and provide recommendations and an implementation strategy that is appropriate and sustainable for a Town of our size and resources. The Town of Farmville Board of Commissioners will review and approve the final plan.

#### **V. Scope of the Project**

##### **1. Project Administration**

The consultant will oversee the project, including coordination of any sub-consultants and management of all project activities. This includes organizing meetings with staff and stakeholder groups. A designated project lead from the consulting team will serve as the main point of contact for the Town staff. The consultant's responsibilities throughout the project will include:

- *Map Creation:* Develop all necessary maps for the project, including both working maps and those indicating future facility locations.
- *Materials Provision:* Supply electronic copies of all promotional materials, such as flyers and hand-outs, used to announce events or gather community input (in both PDF and native formats).
- *Community Engagement Support:* Provide materials and partial staffing for community engagement activities, working in collaboration with Town staff.
- *Online Engagement Tools:* Develop and manage any online engagement tools utilized during the project.
- *Regular Updates:* Deliver bi-weekly updates to Town staff via email, telephone, video calls, and occasionally in-person meetings to discuss project status, address issues, and review drafts.
- *Status Reports:* Submit periodic written status reports and, when necessary, present limited status updates to the Parks and Recreation Advisory Committee and the Board of Commissioners.

##### **2. Community Engagement**

- *Strategy Development:* Design and implement a comprehensive strategy and methodology for engaging the community throughout the Master Plan development process.
- *Innovative Participation Methods:* Utilize creative, well-organized, and effective activities, techniques, and formats to ensure an equitable, inclusive, and proactive public participation process. These methods should aim to gather input from a broad spectrum of the community, including underserved populations and both users and non-users of the town's services and facilities.
- *Needs Assessment Survey:* Conduct a statistically valid community needs assessment survey focusing on recreation and park programs and facilities. Ensure the survey's return rate accurately represents the town's demographic diversity, including vulnerable populations, to enable segmented analysis by race, gender, age, and other demographic factors.
- *Facilitation:* Serve as professional facilitators to collect detailed information regarding service usage, preferences, and perceptions of the town's strengths, weaknesses, opportunities, and threats.
- *Documentation:* Provide written records and summaries of all public engagement activities and communication strategies, ensuring transparency and accessibility of information to the public.
- *Consensus Building:* Assist in building consensus and agreement on the Master Plan. In cases where consensus is not achievable, provide comprehensive information to support informed and equitable decision-making by Town Staff, the Parks and Recreation Advisory Committee, and the Farmville Board of Commissioners.

### 3. Resource and Data Collection

- *Comprehensive Analysis:* Perform an analysis that examines the quantity, distribution, inclusivity, condition, cultural relevance, connections, and proximity of parks, open space, programs, recreation centers, and services. The evaluation criteria should be based on community values, with a focus on enhancing social, health, and environmental outcomes.
- *Departmental Assessment:* Evaluate the current programs, staffing, services, and maintenance levels of the Town of Farmville Parks and Recreation, assessing them against the town's present and future goals, objectives, and directives.
- *Demographic Review:* Analyze demographic trends and characteristics of the community, referencing data from the 2008-2018 10-year System Wide Master Plan, 2022 Town of Farmville Land Use Plan, ECU Greenway Plan, 2024 Pitt County Master Plan, 2025-2030 State-wide Comprehensive Outdoor Plan, and other existing planning documents.

### 4. Implementation Strategy Development

- *Action Plan Creation:* Formulate an action plan that outlines strategies, priorities, and an analysis of budget support and funding mechanisms for the park system, open space, trails, and recreation programs and services, including local, state, and federal grant

opportunities and timelines for utilization. This plan should include short-term, mid-term, and long-term strategies, prioritizing those with the greatest impact on social, health, and environmental outcomes.

- *Community Needs Prioritization:* Identify and prioritize recommendations to address community needs in land acquisition, development of parks, trails, open space, and recreation facilities.
- *Operational Recommendations:* Develop and rank recommendations for staffing, maintenance, renovation, and operations of parks, trails, and recreation facilities.
- *Collaborative Solutions:* Suggest collaborative partnerships and other strategies to minimize duplication and enhance partnership opportunities.
- *Service Shortfall Identification:* Identify service shortfalls and analyze the projected impact of future trends.
- *Park and Open Space Definitions:* Provide practical and workable definitions and recommendations for designated parks and green spaces, including specific acreages and parameters as appropriate.
- *Programming Development:* Offer a clear plan for developing programs based on demand analysis.

#### 5. Development of Final Plan Document and Supporting Materials

- *Comprehensive Master Plan:* Develop a Master Plan that includes clearly written goals, objectives, policy statements, and a financial and action plan. This plan should articulate a clear vision or "playbook" for the future of the Farmville Parks and Recreation Department
- *Current Conditions Summary:* Provide a summary of existing conditions, including inventories and system-wide metrics, distribution metrics, and population demographics and outcome metrics.
- *Supporting Data:* Include charts, graphs, maps, and other relevant data to support the plan and aid in its presentation to the appropriate audiences.

### **VI. Proposal Requirements**

All proposals should include the following information, along with any additional details necessary to summarize the overall qualifications of the consultant:

1. *Cover Letter:* Include the name, address, and telephone number of the person(s) representing the consultant.
2. *Qualifications:* Describe the consulting organization, detailing experience in preparing Master Plan documents for public agencies, particularly those with characteristics similar to Farmville.
3. *Project Summaries:* Provide a list and summary of at least three recent master planning projects involving principal staff, including their responsibilities. Include a link to the completed plan document.

4. *References*: Provide other project references, including the names, phone numbers, and email addresses of contact persons.
5. *Project Approach Statement*: Include the following information:
  - Methodology and overall approach to the project
  - Scope of work
  - Project schedule
  - Innovative community engagement strategies
  - Deliverables
6. *Management Plan*: Provide a detailed outline of the consultant's management plan, including proposed staff, availability, and roles and responsibilities. Include the following information for key project team members (Project Manager and Key Project Staff):
  - Professional background, experience on similar projects, and years of experience
  - Primary office location
  - Role in the development of the Farmville Parks and Recreation Master Plan document
7. *Sub-consultants*: List any sub-consultants and provide a detailed explanation of the responsibilities of each consulting team member.
8. *Timeline*: Propose a timeline for the preparation, execution, and delivery of the Master Plan document, including the components of each project phase.
9. *Town Expectations*: Describe the services and tasks that the consultant expects the Town to provide.
10. *Cost Proposal*: Provide the proposed cost to complete the project based on the consultant's understanding of the RFP. Include a copy of the consultant's current rate sheet. The total master plan document development cost should include allowable expenses (printing, travel, etc.).
11. *Submittal Guidelines*: Limit submissions to a maximum of 20 pages, excluding resumes. Submittals exceeding 20 pages may be disqualified. Provide examples of similar master plan document work completed via web links.

## **VII. Evaluation Criteria**

- Qualifications and Experience
- Similar Project Related Experience and References
- Project Approach and Methodology
- Project Timeline
- Community Engagement and Communication
- Cost

## **IX. Proposed Project Timeline**

RFP Issue Date: June 28<sup>th</sup>, 2024

Deadline to Submit Questions: July 31<sup>st</sup>, 2024

Proposals Due: August 13<sup>th</sup>, 2024, 5:00pm

Evaluation of Proposals: August 14<sup>th</sup> – August 27<sup>th</sup>, 2024.

Interviews (as needed): August/September 2024

Expected award by Board of Commissioners: September/October

Project Kickoff: November/December 2024 (Project is anticipated to take 9-12mos)

## **X. Questions and Clarifications**

Questions or clarifications of specifications must be submitted in writing to Christopher Horrigan, Parks and Recreation Director, Town of Farmville, at [chorrigan@farmvillenc.gov](mailto:chorrigan@farmvillenc.gov).

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**The Town of Farmville reserves the right to reject any or all proposals, to waive any informalities or irregularities in any proposal received, and to be the sole judge of the merits of the proposals received.**

**We look forward to receiving your proposal. Thank you for your interest in working with the Town of Farmville.**

## APENDIX 1: PARK INVENTORY

### **Farmville Municipal Athletic Complex**

*Description:* Farmville Municipal Athletic Complex features baseball/softball fields, two tennis courts, a lighted multipurpose field, updated playground, picnic shelter, and paved track/trail.

*Address:* 4240 West Horne Avenue, Farmville, NC 27828

*Amenities:* baseball/softball fields, two tennis courts, multipurpose field, playground, picnic shelter, paved track/trail

### **Farmville Municipal Disc Golf and Nature Trails**

*Description:* 18-hole disc golf course for intermediate and advanced players, 2.2 mile nature trail, fishing pond.

*Address:* 3414 NC-121, Farmville, NC 27828

*Amenities:* 18-hole disc golf course for intermediate and advanced players, 2.2 mile nature trail, fishing pond and open space

### **I.S. Bennett Park**

*Description:* I.S. Bennett Park features green space, basketball courts, and an updated playground.

*Address:* 4093 South Main St, Farmville, NC 27828

*Amenities:* basketball courts, playground

### **J. Y. Monk Park**

*Description:* Neighborhood park with green space, playground equipment, pop-up pickleball/basketball court, picnic shelter and splashpad.

*Amenities:* picnic shelter, playground equipment, basketball court, pop-up pickleball, splashpad

### **Oliver Murphrey Park**

*Description:* Oliver Murphrey Park has a paved walking trail, exercise stations and story walk.

*Address:* 3476 North Main St, Farmville, NC 27828

*Amenities:* paved walking trail, exercise station, storywalk

### **R. T. Monk Park**

*Description:* R.T. Monk Park has lighting and benches as well as play equipment.

*Address:* Bobby Hodge Jr St, Farmville, NC 27828

*Amenities:* play equipment, lighting, trail, benches